USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. May 03, 2013

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/03 thru 05/09. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY														
													OUS YEAR		
Feature Rate		43.0% of 23,200 stores			27.	27.8% of 23,200 stores				37.7% of 22,500 stores					
		X LARGE		LAR	LARGE		X LARGE		LARGE		X LARGE		RGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
R	USDA GRADE AA														
E	White 12 pack	40	1.66	40	0.94	10	1.56	860	1.49			1,540	1.11		
G	White 18 pack			1,860	2.01	30	2.00	580	2.41			2,020	2.03		
U	Brown 12 pack														
ī	USDA GRADE A														
Ā	White 12 pack		0.95	2,680	1.02	30	1.04	1,750	1.24	10	1.49	1,650	1.00		
R	White 18 pack			1,640	2.06			310	0.89			1,270	1.98		
	Brown 12 pack	210	3.79					30	1.99			20	0.99		
	USDA ORGANIC														
s	White 12 pack														
ъ Р	Brown 12 pack			450	4.49	20	4.99	490	4.59	30	3.49	940	4.13		
E	OMEGA-3														
C	White 12 pack	410	2.54	1,170	2.62	140	2.99	590	2.56	280	2.08	2,260	2.46		
ı	Brown 12 pack	20	2.50	590	3.18					10	2.50	240	2.92		
À	CAGE-FREE														
î	White 12 pack	60	2.99	1,160	2.61			280	2.95			190	2.41		
T	Brown 12 pack			1,850	2.97			1,040	3.02			840	3.22		
Y	VEGETARIAN FED														
	White 12 pack	10	2.99	140	2.49			70	2.75			20	2.50		
	Brown 12 pack	70	2.95	260	2.92	170	2.99	350	2.95			1,570	2.61		

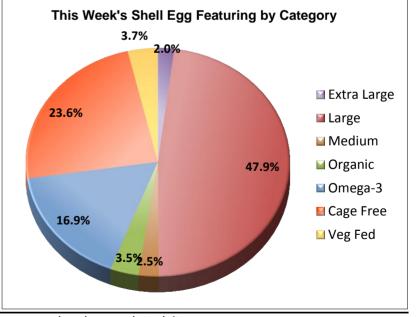
BIOWIT 12 Pack 7	0 2.95 200	2.92 170	2.99 330	2.93	1,370 2.01							
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen												
1.60	1.60											
1.45												
		1.30	1.38	1.31								
1.30		1.30		1.31	1.21							
1.15 (1.16)												
1.00 Apr	05-11 Ap	r 12-18	Apr 19-25	Apr 26-May-02	May 03-09							
			20		, 65 65							

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,480	3,600	6,510	Large Eggs on
Specialty	6,190	3,150	6,380	Apr-29-2013
Total (includes MD)	12,990	7,030	13,210	506.2
Special Rate 4/:	1.4%	5.8%	0.2%	down 0.6%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity of regular shell eggs is sharply higher than the previous week. The average price of Grade A, or better, Large white eggs continues moving lower. Cost to consumers for Large Grade A and AA cover a wide spectrum, with prices ranging from .50 to \$1.66 per dozen. The number of "no price" incentives is less than the prevoius promotional period. Promotional activity for specialty shell eggs is significantly higher. USDA Organic and vegetarian fed eggs hold their share of ad space while Omega-3 and cage-free eggs increase in visibility. Feature activity for liquid shell eggs more than doubles this week with all areas promoting 14 to 16 ounce cartons.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

-		NORTH	IEAST U.S.		SOUTH	EAST U.S.	MIDW	EST U.S.				
		(CT,DE,MA,MD,M		. ,	\ ' ' ' '	NC,SC,TN,VA,WV)	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 39.8% of 4,200 sampled outlets Activity Index = 2,080 (includes Medium)					
	ature Rate 1/ ivity Index 4	59.0% of 4,600 Activity Index = 4,1		dium)	Activity Index = 1,9	sampled outlets 40 (includes Medium)						
CLASS		EXTRA LARGE		RGE	EXTRA LARGE	LARGE	EXTRA LARGE	LAR	3E			
		Price Range Stores Avg 3	/ Price Range	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range S	Stores Avg 3	3/		
USDA	White 12 pack							4.00	40 47	^^		
GRADE	White 18 pack Brown 12 pack							1.99	10 1.9	99		
AA		White 12 pacl	,		White 12 pack		White 12 pack	2.49	20 2.4	40		
	MEDIUM White 12 pack		0.88 - 1.66	860 1.09	Willie 12 pack	0.99 - 1.50 560 1.01	0.89 - 0.99 10 0.95	0.50 - 1.25	950 0.9			
USDA	White 18 pack		1.50 - 2.89	470 2.02		1.48 - 2.89 730 2.34	0.09 - 0.99 10 0.93	0.99 - 2.49	410 1.6			
GRADE				470 2.02	3.79 200 3.79	=		0.00 2.40	710 1.0	52		
A	MEDIUM	White 12 pacl White 30 pacl	1.28	10 1.28	White 12 pack White 30 pack	0.89 - 1.00 40 0.96	White 12 pack White 30 pack	0.99 - 1.00	20 0.9	99		
LUSD	A ORGANIC	vviiite 30 paci			Willie 30 pack	·	Willie 30 pack			_		
	White 12 pack											
S	Brown 12 pack		3.99 - 4.69	440 4.50								
POME	GA-3								-	_		
E	White 12 pack	2.50 - 2.75 290 2.55	1.99 - 3.50	970 2.70		2.00 90 2.00	2.50 120 2.50	1.89 - 2.99	70 2.3	33		
C	Brown 12 pack	2.50 20 2.50	2.99	170 2.99		2.87 210 2.87		2.48 - 3.79	210 3.6	64		
CAG	E-FREE											
î	White 12 pack	2.99 60 2.99	9					2.50	10 2.5	50		
T	Brown 12 pack		2.00 - 3.99	390 3.68		2.99 110 2.99		2.48 - 3.79	220 3.5	55		
YEGE	ETARIAN FED											
	White 12 pack			140 2.49								
	Brown 12 pack			230 2.98	00117111	AMEGE II O	NODTI	2.48 - 2.50	30 2.4	<u>48</u>		
			ENTRAL U.S			WEST U.S.		WEST U.S.				
	_ 1/	(AR,AZ,CO,KS,L		,	,	HI, NV)	\	Γ,OR,WA,WY)				
Fea	ature Rate 1/		sampled outlet		· ·	sampled outlets	1	0 sampled outlets	>			
Act	ivity Index 2/	Activity Index = 2,0	1.00	10 1.00	1.66 40 1.66	10 (includes Medium) 0.99 10 0.99	Activity index = 8	90 (includes Mediu 0.88	m) 20 0.8	00		
USDA	White 12 pack White 18 pack		0.99 - 1.99	450 1.63	1.66 40 1.66	0.99 10 0.99 1.77 - 2.50 1,020 2.16		0.66 1.79 - 2.50	380 2.0	- 1		
GRADE	Brown 12 pack		0.99 - 1.99	450 1.05		1.77 - 2.50 1,020 2.10		1.79 - 2.50	300 2.0	J4		
AA	MEDIUM	White 12 pacl	0.79	30 0.79	White 12 pack	2.99 130 2.99	White 12 pack	0.79 - 0.89	30 0.8	81		
	White 12 pack		0.99 - 1.00	280 0.99	·	0.99 20 0.99	·	0.99	10 0.9			
USDA	White 18 pack		1.48 - 1.79	30 1.61								
GRADE												
Α	MEDIUM	White 12 pacl White 30 pacl		30 0.88	White 12 pack White 30 pack		White 12 pack White 30 pack					
USD	A ORGANIC	vviiito oo paoi	1		vviile oo pack		vviinte de pack			-		
	White 12 pack											
S	Brown 12 pack		3.99	10 3.99								
OME	GA-3											
E	White 12 pack					2.29 - 2.99 30 2.61		1.69	10 1.6	69		
1	Brown 12 pack											
ACAG	E-FREE											
L	White 12 pack		2.50	560 2.50		2.50 - 3.00 360 2.84		2.49 - 2.89	230 2.5			
Τ	Brown 12 pack		2.50	630 2.50		2.50 - 3.29 290 2.94		2.49 - 2.50	210 2.4	49		
YVEGE	ETARIAN FED											
	White 12 pack									l		
	Brown 12 pack				(545) 004 4474 - 1:44-		O/I DOMESTICATIONS De se					

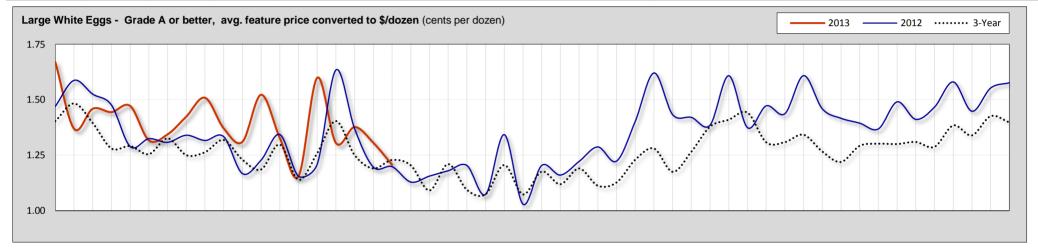
USDA

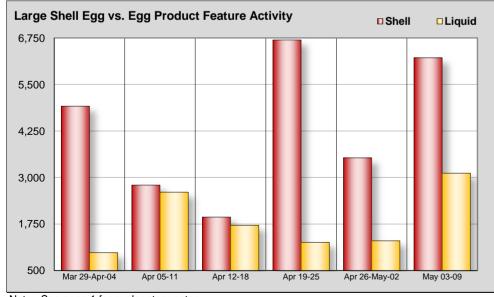
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

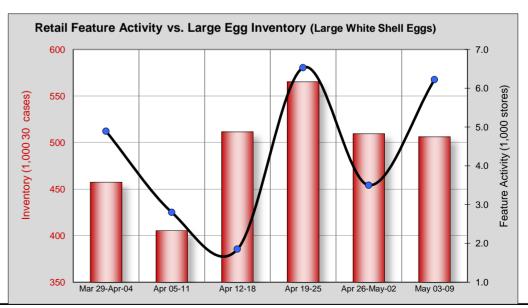
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/03 thru 05/09.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	12.9%	5.5%	16.3%	21.6% of 4,6	00 sampled	4.1% of 6,100 sampled		6.3% of 4,20	0 sampled	14.8% of 4,200 sampled		18.7% of 2,900 sampled		26.1% of 1,200 sampled	
2/ Activity Index	3,120	1,300	3,000	Activity Inc	lex = 1,010	Activity In	dex = 440	Activity In	dex = 190	Activity Ir	idex = 610	Activity In	dex = 550	Activity Ind	lex = 320
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	2,840 2.44	1,180 2.62	2,190 2.13	2.00 - 3.29	920 2.52	2.00 - 2.50	250 2.11	1.99 - 2.50	190 2.01	1.99 - 2.89	610 2.51	2.50	550 2.50	2.50	320 2.50
32 oz. crtn	270 3.98	120 4.82	660 4.22	3.99	80 3.99	3.98	190 3.98								
3 - 4 oz. cup	10 3.29		150 2.89	3.29	10 3.29										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.